

# OUR STRATEGY

At Grameenphone, we are investing in technologies to bring minds and ideas together. While continuing to grow responsibly, we connect you to what matters most and empower Bangladesh.



GROWTH

1

We will continue to invest in our 4G network position to deliver superior network experience and activate profitable growth from digital areas and scaling business segments. Driving this is our rollout to ensure coverage in new markets with a focus on a high-quality, consistent voice and data network experience across Bangladesh, with increased focus on digital services made accessible through our growing digital channels.



EFFICIENCY AND SIMPLIFICATION

2

We are focused on managing our resources in a smarter, more efficient way with a view to reducing customer pain points. We do this by continuing to enhance our digital tools such as MyGP, delivering better customer experience and personalisation. We will also continue to optimise our network and IT assets, prioritise financial discipline, pursue process simplification and streamline the way we work, creating value for our Shareholders.



RESPONSIBLE BUSINESS

3

We will continue to contribute to the economic, environmental and social development of Bangladesh, acting with accountability and transparency and reducing inequalities through our presence and services. We drive the United Nations Sustainable Development Goal (SDG) of reducing inequality within Bangladesh, working with large numbers of children and parents. We also ensure our supply chain ecosystem is driving quality and helping us grow responsibly.



WINNING TEAM

4

Our people are key to our performance and success. We are determined to continue building an inclusive, dynamic workplace that nurtures a learning, agile, collaborative and innovative culture. Each Grameenphone employee has already invested more than forty hours in identified key competency areas. This is envisioned to continue in 2019 as we continue developing digital competencies and exercise the freedom to innovate to deliver on our purpose to connect our customers to what matters most to them.